

Typography

Play+ Typography Guide This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

Core Principles of Typography

- **Design Guideline** Use a consistent type scale to guide the user through content accurately.
- Developer Implementation** Use semantic HTML tags (h1-h6). Map to \$font-heading-* tokens. Never skip heading levels.

Design Guideline Body text must be legible in long-form, with optimal font size, line height, and line length.

Developer Implementation Use \$font-body-1. Limit width using \$content-line-measure (~75ch).

Design Guideline Typography must reflect brand personality while staying clean and confident.

Developer Implementation Use web fonts with font-display: swap.

Design Guideline Type scale should adapt fluidly across breakpoints and screens to be adaptive.

Developer Implementation Use rem units and clamp() for scalable text.

Our Typeface System: The Trio of Roles ■ The Typographic Scale ■ Token Name / Role

Font Family	Weight	Size	Line Height	Hero Title	PP Neue	Machina Bold	3.75rem / 60px	1.2 Heading	1 Mulish Bold	3rem / 48px	1.2 Heading	2 Mulish Bold	2.25rem / 36px	1.25 Heading	3 Mulish Semibold	1.875rem / 30px	1.3 Subtitle	Mulish Regular	1.5rem / 24px	1.4 Body Text	Inter Regular	1rem / 16px	1.5 Small Body	Inter Regular	0.875rem / 14px	1.5 Label / Button	Inter Medium	0.875rem / 14px	1.2 Caption	Inter Regular	0.75rem / 12px	1.3 Platform-Specific Implementation	■ Web	Use "rem"	iOS	Use "pt"	Android	Use "sp"	Spacing Rules	: Vertical spacing	should derive from the element's line-height.	Use \$space tokens for consistent inter-block rhythm.	Hierarchy Enforcement	: Never use a heading token on non-heading semantic elements (e.g., don't use \$font-heading-h3 in a <p>).	Create utility styles when needed for similar looks without breaking semantics.	Customizing the Typography	■ We believe in metamorphic design.	Swap tokens, keep structure.	// Define custom fonts	\$my-brand-serif: "Georgia", serif;	\$my-brand-sans: "Helvetica Neue", sans-serif;	// Override Play+ tokens	\$font-family-heading: \$my-brand-serif;	\$font-family-body: \$my-brand-sans;	Guidelines for Customization	: Choose fonts with full weight families (Regular, Medium, Semibold, Bold)	Test across breakpoints to ensure legibility and tonal match	Typography in Motion	■ Typography should feel alive, not static.	Recommendations	: Fade-in or upward rise on heading reveal	Labels animate upward on input focus	Smooth resizing on screen transitions using clamp()	Component Role Token Used	Font Button Label	\$font-label	Inter Modal	Title Heading 2	\$font-heading-h2	Mulish Input Label	Caption	\$font-caption	Inter Card Title	Heading 3	\$font-heading-h3	Mulish Card Body	Body Text	\$font-body-1	Inter Toast Message	Small Body	\$font-body-2	Inter Hero Section	Hero Title	\$font-display	PP Neue
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Machina Typography Quick Guide ■ Do's : Use heading tags correctly and in order Keep line length to ~75 characters Use semantic tokens, not raw styles Choose expressive fonts for brand, neutral for function Don't : Skip heading levels (h1 → h3) Apply heading tokens to non-headings Use more than 2-3 fonts per interface Rely on pixel values over tokens This is the voice of your product. Let it be bold, legible, and beautifully yours.

```
// Define custom fonts
$my-brand-serif: "Georgia", serif;
$my-brand-sans: "Helvetica Neue", sans-serif;

// Override Play+ tokens
$font-family-heading: $my-brand-serif;
$font-family-body: $my-brand-sans;
```